

ORDER

**KSNV**

Orders
Order / Rev: 107975
Alt Order #: 06864933
Product Desc: Horsford/DCCC
Estimate: 2132
Flight Dates: 10/18/12 - 10/19/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DCCC/ Horsford
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	26	\$19,150.00	\$16,277.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$19,150.00	\$16,277.50	0.00
Totals	26	\$19,150.00	\$16,277.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	28%	\$19,150.00
Market	100%	\$68,392.86

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$19,150.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$13,678.57
KTUD	1%	\$683.93
KVVU	20%	\$13,678.57
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,051.79

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/18/12	10/19/12	M-F 5-6a WakeUp w/WagM	5-6a		---TF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--			2		\$450.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/18/12	10/19/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	---TF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$450.00		0.00						
E 2	KSNV	10/18/12	10/19/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	---T---	:30	2	\$200.00	1	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$200.00		0.00						
E 3	KSNV	10/18/12	10/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	---TF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$700.00		0.00						
E 4	KSNV	10/18/12	10/19/12	Today Show Today Show TODAY SHOW	CM	658a-9am	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$900.00		0.00						
E 5	KSNV	10/18/12	10/19/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	---TF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$425.00		0.00						
E 6	KSNV	10/18/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR	CM	4-5pm (4:00 PM-4:30 PM)	---TF--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$725.00		0.00						
E 7	KSNV	10/18/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) NEWS 4 AT 430P	CM	4-5pm (4:30 PM-5:00 PM)	---TF--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$725.00		0.00						
E 8	KSNV	10/18/12	10/19/12	M-F Early News M-F Early News EARLY NEWS	CM	5-630p	---TF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,200.00		0.00						
E 9	KSNV	10/18/12	10/19/12	M-F Jeopardy M-F Jeopardy JEOPARDY	CM	630-7pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,300.00		0.00						
E 10	KSNV	10/18/12	10/19/12	M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE	CM	7-730pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,300.00		0.00						
E 11	KSNV	10/18/12	10/19/12	FacetoFace/Ralston Report FacetoFace/Ralston Report FACE TO FACE W/ JON RALSTON	CM	730-758pm	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$900.00		0.00						
E 12	KSNV	10/18/12	10/19/12	M-F News 3 at Eleven M-F News 3 at Eleven NEWS 3 NIGHTSIDE	CM	11pm-1135pm	---TF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$1,200.00		0.00						
E 13	KSNV	10/18/12	10/19/12		CM	1135p-1236a	---TF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show															
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			2			\$500.00		0.00			
E 14	KSNV	10/18/12	10/19/12	Late Night w/Fallon	CM	1236a-136am	- - - TF - -	:30	3	\$250.00	1	0.00	NM	3	\$750.00
Late Night w/Fallon															
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			3			\$250.00		0.00			
													Totals	26	\$19,150.00